

CONTRACT



RTV 6
1330 N. Meridian Street
Indianapolis, IN 46202
(317)635-9788

www.theindychannel.com

And:

Media Strategies & Research
1580 Lincoln Street Ste. 510
Denver, CO 80203

<u>Contract / Revision</u> 184329 /		<u>Alt Order #</u>
<u>Product</u> John Gregg for Governor		
<u>Contract Dates</u> 08/14/12 - 08/24/12		<u>Estimate #</u> 11600
<u>Advertiser</u> (D) Gregg for Indiana		<u>Original Date / Revision</u> 08/13/12 / 08/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRTV	<u>Account Executive</u> Todd Kane	<u>Sales Office</u> Indianapolis
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	RTV 6	08/14/12	08/17/12	6-7A News	6-7A		:30			NM	8	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				8	\$95.00	PE		
N 2	RTV 6	08/14/12	08/17/12	Good Morning America	7-9A		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				10	\$100.00	PE		
N 3	RTV 6	08/17/12	08/17/12	DY 9-10A	9-10A		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	----F--				1	\$60.00	PE		
N 4	RTV 6	08/14/12	08/14/12	10-11A	10-11A M-F		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$40.00	PE		
N 5	RTV 6	08/16/12	08/16/12	The View	11A-12N		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$200.00	PE		
N 6	RTV 6	08/15/12	08/15/12	General Hospital	3P-4P		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W----				1	\$110.00	P3		
N 7	RTV 6	08/14/12	08/17/12	EF 4-5P	4-5P		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T--F--				2	\$375.00	P2		
N 8	RTV 6	08/14/12	08/17/12	5-530P News	5P-530P		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				4	\$375.00	P2		
N 9	RTV 6	08/14/12	08/17/12	530-6P News	530P-6P		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				4	\$300.00	P2		
N 10	RTV 6	08/14/12	08/17/12	6-630P News	6P-630P		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				4	\$375.00	P2		
N 11	RTV 6	08/14/12	08/17/12	7-730P News	7P-730p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				4	\$250.00	P3		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertiser sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
184329 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/14/12 - 08/24/12	John Gregg for Governor	11600

<u>Advertiser</u>	<u>Original Date / Revision</u>
(D) Gregg for Indiana	08/13/12 / 08/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				4	\$250.00	P3		
N 12	RTV 6	08/16/12	08/16/12	ABC Thurs C	10P-11P		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$1,500.00	PE		
N 13	RTV 6	08/17/12	08/17/12	20/20	9-11p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	----F--				1	\$350.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	RTV 6	08/13/12-08/19/12		20/20	9-11p	-----F----	:30		\$350.00	NM		
See MG 13.2												
Preempt												
2	RTV 6	08/18/12-08/18/12		Castle	10P-11P	-----Sa--	:30		\$350.00	NM		
Ⓜ MG for 13.1 08/17												
N 14	RTV 6	08/19/12	08/19/12	Extreme Makeover	9P-11P		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$700.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	RTV 6	08/13/12-08/19/12		Extreme Makeover	9P-11P	-----Su	:30		\$700.00	NM		
See MG 14.2												
Preempt												
2	RTV 6	08/24/12-08/24/12		20/20 Special	9-11p	-----F----	:30		\$700.00	NM		
Ⓜ MG for 14.1 08/19												
N 15	RTV 6	08/14/12	08/17/12	11P News	11P-1135P M-F		:30			NM	7	\$3,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TWTF--				7	\$475.00	P2		
N 16	RTV 6	08/18/12	08/18/12	11-1135P Sa Late News	11P-1135P Sa Lt N		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$350.00	P2		
N 17	RTV 6	08/19/12	08/19/12	11-1135P Su Late News	11P-1135P Su Lt N		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$475.00	P2		
N 18	RTV 6	08/15/12	08/15/12	Nightline	1135P-1205A		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W----				1	\$150.00	P3		
Totals											53	\$14,970.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/24/12	53	\$14,970.00	\$12,724.50
Totals	53	\$14,970.00	\$12,724.50

Signature: _____ **Date:** _____

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